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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
CORN BELT GROWN
Incorporated
J. H. HEBERLING Easton, Ill., U.S.A.
(Return Postage Guaranteed if Not Delivered)

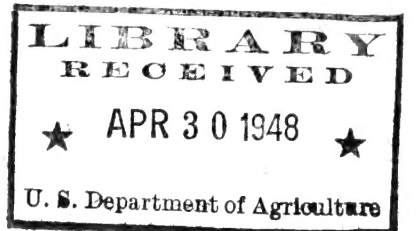
GLADIOLUS DARWIN TULIPS
HYACINTHS
BIG CLEAN-UP SALE . . . ALL SPECIAL PRICES

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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS
CORN BELT GROWN
INCORPORATED

J. H. Heberling

Easton, Illinois, U. S. A.

J. S. Heberling

APRIL 15, 1948

ALL OUT CLEAN-UP SALE!

GREETINGS AND THANKS TO OUR OLD CUSTOMERS and GREETINGS TO OUR NEW CUSTOMERS:

OUR GUARANTEE. We guarantee all bulbs purchased from us to be true to name, up to size and free of disease and insect pests. So certified by Chief Plant Inspector of the State of Illinois.

SHIPMENTS.—Your acknowledgement card will carry the approximate shipping date. We will make every effort to give satisfactory service.

SIZE. All bulbs listed below are blooming size.

RARE VARIETIES (Prepaid)

Select bulbs value \$ 7.00, send \$ 5.00

(No Extras)

Select bulbs value \$30.00, send \$20.00

Select bulbs value \$15.00, send \$10.00

Select bulbs value \$50.00, send \$33.00

ABIGAIL (Myers-Milo). This new lavender promises to become our leading lavender. An excellent variety opening up to eight large blooms. Increases well. A variety of great merit.
Price each: L. \$3.00, M. \$2.00, S. \$1.00.

APRICOT GLORY (Sisson). A tall soft, deep apricot. This new variety looks very promising in this color class.
Price each: L. \$1.00, M. .60, S. .40.

BAGUETTE (Winsor-Moseley). Glistening apricot, brighter edges and ruffled. A tall decorative with heavy substance. Bids fair to become very popular commercial.
Price each: L. .75, M. .50.

CORALEEN (Jackson). A medium sized spike and flower of great beauty of color and placement. Clear coral salmon and a splendid exhibition and commercial. Prolific and healthy.
Each: L. .50, M. .30, S. .20.

DEBORAH SAMPSON (Scheer-Wyman). A beautiful, tall, light pink. Almost self color. Large florets and excellent placement. Outstanding. Good commercially.
Each: L. \$2.50, M. \$1.50, S. \$1.00.

DREAM CASTLE (Lins). A most beautiful light, pure pink. A tall flower of dignity and grace with many open. A very beautiful and graceful Glad with good commercial possibilities.
Each: M. .30, S. .20, Bblts. 10 .50.
Ten: M. \$2.50, S. \$1.60.

DUSTY MILLER (Eliot). A good spike of smoky old rose and an excellent performer. Unusual. One of the best smokies.
Each: M. .50, S. .25.

EVENING LIGHT (Winsor-Moseley). A large exhibition and commercial variety that has made good. Peach pink with cream throat. Very rich.
Each: L. .75.

FABULOUS (La Salle). Bright rose salmon with broad white throat, and blood red blotch. Very striking.
Each: L. \$2.00, S. \$1.00.

GAVOTTE (Roberts). A frilled light pink. This variety has much merit and quality this first season. We like it.
Each: L. \$1.50, M. \$1.00, S. .75.

GENGHIS KHAN (Scheer). A beautiful rosy pink. Large flowers of very heavy substance, nicely ruffled. Outstanding.
Each: L. \$1.00, M. .75, S. .35.

KESTREL (Palmer). A light orange salmon with cream throat. Tall with eight to ten open florets from a total of 20 buds. Outstanding.
Each: M. .50, S. .25.

LANCASTER (Palmer). An exhibition clear purple, opens eight florets on a tall spike. Very good.
Each: L. .75, M. .50, S. .25.

MINSTREL (Palmer). A huge lavender pink which sometimes flecks but unbeatable at its best. A very long flower head with five or six large florets open. Very good.
Each: S. .50.

MISS VERMONT (Hatch). An early lavender tinted pink. Eight to ten open. A good propagator. Award of merit at Maryland trial gardens.
Each: L. .75.

MYRNA FAY (Lins). A new lavender of merit, with a long spike and 18 to 20 buds. Early and opens eight to ten. Good propagator and bulbets frequently bloom. Great commercial possibilities.
Each: S. \$1.00.

ORIENTAL PEARL (Carlson-Puerner). A giant clear cream. Very tall and up to six florets open, seven inches across. Twenty to 24 buds per spike. Very outstanding.
Each: L. \$2.00, M. \$1.50, S. \$1.00.

PHANTOM BEAUTY (Bastian). A gorgeous, clear light pink of the formal type. Perfect placement and good spike of 20 or more buds. The color is clear and pure and the spikes are beauties. Eight to 10 open. One of our best new varieties. Grand championship award.
Each: S. \$3.00.

ROSEA (Errey). Clear bright rose pink. Large florets of good substance with eight open.
Each: M. .35, S. .25.

SNOW CRUISER (Evans). Mr. Evans says this variety is an immense super giant exhibition and commercial variety. A huge pure white without markings. Winner of many championship awards.
Each: L. \$2.50, M. \$1.50, S. \$1.00.

SPOTLIGHT (Palmer). A deep yellow with small scarlet blotch. The blooms are large, well placed on a tall slender spike. Six open. An excellent exhibition and commercial variety.
Each: L. .50, M. .35, S. .25.

TROJAN (Snyder). Tall salmon with yellow throat. Florets are of good texture with 20 buds on long flower head. A good mid-west variety and a heavy producer of bulbets.
Each: L. \$3.00, M. \$2.00, S. \$1.00.

TRUE LOVE (Kline). An early ruffled shell pink. Tall spike with 16 to 18 buds and five-inch florets. An outstanding early variety.
Each: L. .60, M. .40, S. .25.

VIRGIN (Lins). An immense pure white with six to eight very large florets open. Outstanding.
Each: L. \$1.50, M. \$1.00, S. .75.

GLADIOLUS SPECIAL . . . VERY SPECIAL
OUTSTANDING EXHIBITION VARIETIES — F.O.B. EASTON, ILL.

Variety	No. 1	No. 2	Variety	No. 1	No. 2
25 LAVENDER PRINCE	\$ 6.00	\$	25 BANCROFT WINSOR	\$ 5.00	\$ 4.00
25 ORIENTAL PEARL		15.00	25 KING CLICK	1.75	1.40

RETAIL PRICE LIST (PREPAID) Exhibition and Commercial

Select \$6.00 value, send \$5.00 Select \$12.00 value, send \$10.00 Select \$18.00 value, send \$15.00

Variety	Per	Large	Medium
BEACON (Palmer). Bright red, cream blotch	3 10	.15 .50	
CAPEHEART (Winsor). Tall light salmon pink. Perfect placement. Outstanding cut flower	3 10	.20 .60	.12 .35
CASABLANCA (Maj.). An excellent tall, creamy white	2 10	.25 1.00	.15 .60
CHAUMONY (Baerman). A grand cerise rose. Tall and with many open. GOOD	2 10	.25 1.00	.15 .60
CHRISTABEL (Mitch). A large light pink	3 10	.20 .50	.12 .30
CORAL GLOW (Ellis). A brilliant and sparkling orange	3 10	.25 .70	.15 .40
CORONA (Palmer). A large, creamy white with rose picotee edge	3 10		.12 .35
CREVE COUER (Young). A very good smoky orange	3 10	.15 .50	.10 .30
CRINKLED CREAM (Ellis). A giant spike of rich yellow	1 10	.25 2.00	2- 1.20
DEBONAIR (Palmer). A very tall and attractive pink. Late	3 10	.15 .50	.10 .30
DIANE (Krueger). A tall salmon orange	2 10	.25 1.00	.15 .60
DR. F. E. BENNETT. A sparkling orange red	3 10	.15 .50	.10 .30
ETHEL CAVE COLE (Cave). An unequaled light pink	3 10	.20 .60	.13 .35
FLORA FARMER (Quackenbush). A large highly ruffled rose with white throat	3 10	.20 .60	.12 .35
HALLOWEEN (Lins). A large ruffled orange	2 10	.25 1.00	.15 .60
KING ARTHUR (Arenius). An outstanding rich, high ruffled lavender	3 10	.20 .60	.12 .35
KING CLICK (Wilson). An immense red with long flower head. Good	2 10	.30 1.20	.20 .80
KING LEAR (Palmer). An intensely ruffled, tall purple. Very good	3 10	.20 .50	.12 .30

Variety	Per	Large	Medium
KING WILLIAM (Schenetsky). A large outstanding pink with cream throat. Very good	3 10	.25 .60	
LADY JANE (Lake). A beautiful cream colored Glad with yellow lips and center. Straight strong spike. Good commercial	3 10	.30 .75	.20 .45
LANTANA (Palmer). A very rich orange yellow. Long flower head, shorter stem. Very showy	2 10	.25 1.00	
LAVENDER & GOLD (Baerman). Not large, but a beautiful lavender and gold	2 10	.30 1.20	.20 .80
LAVENDER PRINCE (LaSalle). A beautiful ruffled lavender of much quality	1 10	.40 3.20	.25 2.00
MAID OF ORLEANS (Pfritzer). A very popular commercial white	3 10	.15 .50	.10 .30
MARGARET BEATON (Twomey). A large white with scarlet blotch	3 10	.20 .60	.12 .35
MARGARET FULTON. A very popular early pink. Commercial	3 10	.15 .50	.10 .30
MARSAILLAISE (Scheer). A large heavy spike of deep crimson red	1 10	.20 1.60	.12 1.00
MIXED EXHIBITION BULBS. Assorted colors.	12	.50	
MOTHER KADEL (Kadel). A very clear, pure yellow. Good	3 10	.25 .75	.15 .45
MT. INDEX (Miller). Cream white with yellow throat. Eight open. A good variety.	1	.25	.20
OLIVE MARIE BROWN. A rich yellow lacinated prim. Always a winner in its class	3 10	.15 .50	.10 .30
OREGON GOLD (Maj.). A very large light yellow. Very good	2 10	.25 1.00	.15 .60
PINK PICARDY (Earl). A deeper pink sport of Picardy	1 10	.20 1.60	.12 1.00
PINK PARAGON (Cassabeer). An excellent bright pink with seven to nine open. A long flower head and beautiful flower. A very good commercial.	1	.20	

Variety	Per	Large	Medium
PINK RADIANCE (Quackenbush). A very outstanding large pink. Good commercial	2 10	.25 1.00	
PURPLE SUPREME (Wilson). A tall purple with eight open. Good color and an exhibition winner	2 10	.30 1.20	.20 .80
RED PHIPPS. A tall light red	3 10	.15 .50	.12 .30
ROMAN GOLD. A tall orange and gold variety	3 10	.15 .50	.10 .30
SENSATION. An extremely large flower and spike of rose pink	3 10	.20 .60	.12 .35
SILENTIUM. A very tall, straight spike of white with bright feather in throat. A good bloomer	3 10	.20 .60	5- 2.0
SILVER WINGS (Ritsema). A creamy white sport of Picardy. Ruffled and more white than Leading Lady. Always a prize winner. Good propagator	1 10	1.00 8.00	.60 5.00
SNOW PRINCESS (Pfritzer). Outstanding white and good commercial	3 10	.15 .50	.10 .30
STELLA ANTISDALE (Evans). Large light salmon pink with cream throat. Very tall and a good variety	1 10	.20 1.60	.15 1.00
STOP LIGHT (Lins). A large bright red	2 10	.25 1.00	.15 .60
TWILIGHT DREAM (Hinsken). A beautiful rose, tan and cream perfectly blended. A smoky	1 10	3.00 25.00	2.50 20.00
VAN GOLD (Van Voorhis). Deep golden yellow of merit	1 10	.40 3.20	.25 2.00
VULCAN (Stevens). A good purple with large florets	2 10	.30 1.20	.20 .80
WANDA. A cream sport of Picardy and very good	3 10	.20 .60	.12 .35
WHITE GOLD (Scheer). A very large and very good tall clear cream. Immense. Very good	2 10	.25 1.00	.15 .60
YELLOW PARADISE (Canine). An immense early medium yellow. Clear self color. Very tall spike	2 10	.25 1.00	.15 .60

(OVER)

WHOLESALE PRICES CUT
On all orders over \$5.00 deduct 20%. Cash with order.

(Bulbs F.O.B. Easton, Illinois)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate. 250 or more at the 1000 rate.

Variety	Per 100	No. 1 24.00	No. 2 20.00	No. 3
BANCROFT WINSOR	100	4.40	3.40	
	1000	36.00	28.00	
CAPEHEART	100	5.00	4.00	3.20
	1000	40.00	32.00	26.00
CASABLANCA	100		5.00	4.00
CHAMOUNY	100	6.00		
	1000	48.00		
CHRISTABEL	100	4.00	3.20	2.60
	1000	32.00	25.00	20.00
CORAL GLOW	100	5.00	4.00	3.20
	1000	40.00	32.00	25.00
CORONA	100			3.00
	1000			25.00
CREVE COUER	100		4.00	3.20
DEBONAIR	100	4.00	3.20	2.40
	1000	30.00	25.00	
DR. F. E. BENNETT	100	4.40		
	1000	35.00		
ETHEL CAVE COLE	100	5.00	4.00	
	1000	40.00	32.00	

Variety	Per 100	No. 1 10.00	No. 2 8.00	No. 3 7.00
KING CLICK	1000	80.00	64.00	56.00
KING LEAR	100		4.00	
	1000		32.00	
KING TAN	100	9.60	7.80	6.00
	1000	80.00	65.00	50.00
KING WILLIAM	100	5.00		
	1000	40.00		
LADY JANE	100	6.00		
	1000	48.00		
MAID OF ORLEANS	100	4.40		2.40
	1000	32.00		
MARGARET BEATON	100	5.00	4.00	
	1000	40.00	32.00	
MARGARET FULTON	100	4.00	3.00	2.20
	1000	32.00	24.00	17.60
MARSEILLAISE	100	10.00		
MIXED EXHIB. BULBS....	100	4.00	3.00	2.20
	1000	32.00	25.00	18.00
MOTHER KADEL	100		4.80	3.60
	1000		40.00	28.00

Variety	Per 100	No. 1 8.00	No. 2 6.00	No. 3
OREGON GOLD	1000	64.00	48.00	
ORIENTAL PEARL	100	100.00	80.00	60.00
PINK RADIANCE	100	6.00		
	1000	54.00		
PURPLE SUPREME	100	7.00		
	1000	56.00		
RED PHIPPS	100	4.40	3.20	2.60
	1000	35.00	28.00	
SENSATION	100	5.00		3.00
	1000	40.00		24.00
SILENTIUM	100	4.40	3.20	2.20
	1000	35.00	26.00	18.00
SNOW PRINCESS	100	4.40	3.40	2.60
	1000	35.00	28.00	22.00
VAN GOLD	100	20.00		
VULCAN	100	10.00	8.00	
WHITE GOLD	100	6.00		
	1000	48.00		
YELLOW PARADISE	100	6.00	5.00	

New Varieties of Darwin and Cottage Tulips

Why. We bring you our Price List at this time because it is or soon will be Tulip Time. When Tulips are in bloom is the best time to make your selections of varieties for the coming season. If you order now you are almost sure of getting the varieties and sizes you want.

Our Firm. For the benefit of our new customers permit us to say that we have been growing bulbs commercially for more than twenty years. During this time we have learned much concerning the growing of quality bulbs. We have learned much as to the most satisfactory and desirable varieties to grow. Our Old Customers come back to us year after year and the volume of our business has steadily increased. In offering you our bulbs we offer you the benefit of our years of experience.

GUARANTEE—All stock is guaranteed true to name and free of insect pests and disease. We further guarantee that with proper care and favorable weather our bulbs will give you splendid flowers next spring.

TERMS—You may order now, sending 25 percent of order in cash, and we will ship C.O.D. if not paid in full at shipping time. Orders will be promptly acknowledged as received. We advise early orders.

DELIVERY—Shipments will be made between October 1st and 20th. ALL PRICES ARE PREPAID, Except Wholesale List.

BULBS FROM WHOLESALE LIST F.O.B. EASTON, ILL.

New Varieties of Darwin, Cottage and Parrot Tulips LARGE SIZE BULBS

20% DISCOUNT ON ALL ORDERS OVER \$5.00, CASH WITH ORDER. These Discounts Not Good After July 1st.

In making your order, please put Tulips and Hyacinths on same order. (Gladiolus on separate order). Three, four or six Tulips of same variety at dozen rate. 25 or more of some variety at 100 rate. No order accepted for less than \$2.00 from this list.

ADVANCE (Cottage). This is one of the very largest tulips. A beautiful, tall orange scarlet with large full cup. A strong heavy stem which holds the immense flower upright. It grows more vivid in color and larger in size as the flower develops. An exhibition flower not to be surpassed.

Per Dozen, \$1.35. Per 100, \$9.00.

ALBINO (Cottage). A fine pure white, with large flower and rounded petals. It blooms earlier than some and lasts long in good condition. Very effective border planting.

Per Dozen, \$1.35. Per 100, \$9.00.

BARTIGON (Darwin). Large flowers of fiery crimson with bright scarlet margin. One of the best of its color.

Per Dozen, \$1.35. Per 100, \$9.00.

BARTIGON MAX (Darwin). A large Bartigon. A very large fiery crimson with bright scarlet margin. One of the very best in reds. This is an improved Bartigon.

Per Dozen, \$1.35. Per 100, \$9.00.

CAMPFIRE (Darwin). A grand large red Darwin. A new red. It should be in every garden. The King of reds and very tall with richest of color.

Per Dozen, \$1.35. Per 100, \$9.00.

ELMUS (Triumph). One of the best of the Triumphs. A huge Carmine red cup edged in white. Very striking and beautiful. Outstanding in all respects.

Per Dozen, \$1.35. Per 100, \$9.00.

FOSTERIANA RED EMPEROR (Tulipa). An immense flower of brightest red with a base of the richest yellow, on a strong stem. A gorgeous flower, and if you are a lover of tulips you will not be happy until you have grown this one. Very new.

Per Dozen, \$1.75. Per 100, \$12.00.

GLORY OF NORDWYK (Triumph). A very large deep lilac rose Tulip and the Prince of Triumph Tulips. The flower is large, the stem is strong and the color is the richest you can imagine. Glory of Nordwyk is a worthwhile addition to the best or gardens.

Per Dozen, \$1.35. Per 100, \$9.00.

Parrot Tulips

Parrots are the most gorgeous of all Tulips. The shape is not regular, the petals are ragged cut. The flowers are immense. These Tulips make a tremendous splash of color of the richest shades. The substance is heavy and lasting. If you are not growing Parrots now, give them a trial. You will love them.

BLUE PARROT. A new Parrot of a rich violet shade of immense size. Flowers frequently measuring six inches across on tall, strong stems thirty inches and more in length. Put this on order.

Per 4, .50. Per Dozen, \$1.50. Per 100, \$10.00.

FANTASY. One of the older Parrots but nevertheless a very good one. This Tulip has all of the qualities and merits of the Parrot and is a beautiful true pink. Nothing like it.

Per Dozen, \$1.25. Per 100, \$8.00.

Tulips ... Special Bargains ... Cut Prices

20 PER CENT DISCOUNT ON ALL ORDERS OVER \$5.00, CASH WITH ORDER. These Discounts Not Good After July 1st.

Because of our Fall rush with Gladiolus we are making you a special offer on Tulip bulbs now so that we may be free this Fall to attend to the Gladiolus crop. Look over the varieties and prices and you will find us very generous. Sincerely this offer means a definite saving to you. This Discount does not apply to the SPECIAL OFFERS or to the WHOLESALE LIST.

DOMESTIC DARWIN TULIPS

These bulbs are grown in the U.S. and are clean, sound and true to name. They are as fine bulbs as can be grown any place. They are grown with great care on very rich sandy loam and we are proud to offer them. You may depend on them to give the best of results. All sizes offered are blooming size, but if you want the largest flowers we advise the large size bulbs.

Variety	Price Per 12	Large 100	Medium 250
CARRARA (Cottage). A large pure white with rounded petals. Does well as a border planting	12	\$1.00	\$.70
	100	7.00	5.00
CLARA BUTT (Darwin). One of the most reliable of the Darwins. A pure pink, with straight stem and excellent substance	12	1.00	.60
	100	7.00	4.40
FARNCOMBE SANDERS (Darwin). Fiery rose scarlet, inside vivid cerise scarlet with white center marked blue. Flowers are perfectly shaped. A favorite	100	7.00	4.60
GIANT (Darwin). A very tall purple, with straight strong stem....	100	8.00	5.00
GRENADEIR (Cottage). A brilliant orange flower of great size and good substance. Very bright and rich	12	1.00	.70
	100	7.00	5.00
INGLESOMBE YELLOW (Darwin-Cottage). A full rich yellow, with large flower cup and one of the surest blooming varieties grown. It is especially strong and vigorous	12	.80	.50
	100	5.60	3.80

TULIP SPECIAL... VERY SPECIAL

LARGE BULBS, EXPRESS COLLECT

We are making a special offer on the following varieties:

BARTIGON—Large fiery crimson. KANSAS—A fine white.
 GRENADEIR—Brilliant orange, huge. KING HAROLD—A grand medium red.
 GLORY OF NORDWYK—Immense lilac rose. PICOTEE—A lovely lily tulip.
 INGLESOMBE YELLOW—Rich yellow.

10 bulbs of each variety 70 bulbs in all\$ 4.90
 20 bulbs of each variety 140 bulbs in all 9.30
 40 bulbs of each variety 280 bulbs in all 17.50

WHOLESALE TULIP PRICES

(BULBS F.O.B. EASTON, ILL.)

TRY A LARGE BED OF THESE SPLENDID VARIETIES IN YOUR GARDEN.

Plant 250 or 500 of the same variety on your lawn, make the bed round, make it diamond shape, or plant in a rectangle. On the green lawn these beds will become a glittering lake or a sparkling diamond. Or take 1000 bulbs and plant a narrow border in front of your taller plantings. It will enhance the value of your property \$1,000.00, give you \$500.00 worth of pleasure and cost only \$50.00. What else could you invest in for such rich returns. These same returns will come again next spring. It is worth while.

250 OR MORE OF THE SAME SIZE AND VARIETY AT THE 1000 RATE.

Variety	Per 1000	Large 1000	Medium 2500
FARNCOMBE SANDERS	1000	\$60.00	\$40.00
INGLESOMBE YELLOW	1000	47.50	27.50
KING HAROLD	1000	50.00	30.00
PICOTEE	1000	50.00	30.00
MIXED DARWINS	1000	45.00	25.00

10 PERCENT DISCOUNT FOR ORDERS OF \$50.00 OR CASH WITH ORDER.

DUTCH HYACINTHS

(HOLLAND GROWN)

10 PER CENT DISCOUNT ON ALL ORDERS OVER \$5.00.

Six at dozen rate, 25 or more at 100 rate. Same variety in each case.

Variety	Price Per 3	12	100
BISMARCK. Single bright corn flower blue60	\$2.25	\$16.00
L'INNOCENCE. Single, most satisfactory large white60	2.25	16.00
LA VICTOIRE. Single, bright vermillion red60	2.25	16.00
PINK PEARL. Single rose pink, one of the best60	2.25	16.00

We suggest that you make your order early.

Again many thanks to you all. Come often and stay late.

Sincerely, J. H. and J. S.